



Ingram Micro

# K-12, Higher Education Sales Guide

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[awscanada@ingrammicro.com](mailto:awscanada@ingrammicro.com)



# EDU in a Box



## Scalable SME/SMB GTM Framework



## Out of the Box Core Services Delivery Kits

The **EDU in a Box program** is an Ingram Micro Cloud program in partnership with AWS containing out of the box pre-packaged AWS core solutions with tech documentation, sales guide, enablement and marketing collateral, to help partners build simple, scalable, repeatable offerings on Cloud.



### Business Continuity

Business continuity assurance solutions through high resource availability, backup and anti-disaster plans.



### Cloud Storage

Intelligent, low-cost cloud storage solutions for legal retentions, redundant data protection and archiving.



### Remote Office

Solutions to enable remote work and improve your company's web presence.



### Migration to Cloud

Business continuity assurance solutions through high resource availability, backup and anti-disaster plans.

# Business Continuity as a Service

## Cloud Backup Accelerator

### What it is?

It is a simple one-stop backup solution for both workstation and server backup that combines image and file backups for data safety, deduplication, compression, encryption, fast recovery time and long-term archival, with all simplicity and efficiency of Infscape UrBackup.

Supports endpoints with Windows (server and client, including changed block tracking for Windows), MacOS and Linux. Connects directly to AWS storage (S3)

It is a very cost-effective way to backup on-premises and cloud servers/workstations, giving additional data-safety with off-site backups for on-premise endpoints.

### How to sell it?

#### Ask to the customer:

1. How do you currently do your backups?
2. Do you use a backup solution/software? Which one?
3. Do you take a copy of backups offsite?

**If the answer for 1 is:** No, I don't have backups or "Yes, but I'm not satisfied with that", then **proceed with the offering**.

**If the answer for 2 is on the list above** (Veritas, Acronis, ARCserve or Veeam) and the answer for 3 is "No, I don't take the backups offsite", then **go to Archiving accelerator offering**.

### How to price?

#### Ask to the customer:

- How much data do you want to protect (in Gb)?
- Across how many endpoints (servers/desktops) is this data distributed?

#### Calculate the pricing, considering:

- US\$ 52.00 / customer (up to 10 endpoints)  
+
- US\$ 11.00 / 100Gb of data

### Tips

- Always apply a 30% of space in the estimation as you don't know yet what would be the frequency of backups and retention time (E.G., if customer answers: "100gb of Backup" - then consider 130Gb).
- If the customer has more than 10 endpoints, you can create multiple instances or configure one instance with bigger capacity.
- You can also offer **Backup as a service** for many customers, separating them by instances on the same management portal. This will allow you to generate dashboards and reports per customer separately.

# Business Continuity as a Service

## Disaster Recovery Accelerator

### What it is?

It's a service configured on AWS with Cloud Endure technology that synchronizes a local physical, virtual (VMWare and Hyper-v) or cloud-based server to another virtual server inside AWS, every 1-5 minutes.

In a disaster situation where this main server becomes unavailable, this replica of server inside AWS is activated immediately, taking place of the unavailable server and allowing users to keep working.

You can use this solution to protect most critical databases, including Oracle, MySQL, and SQL Server, as well as enterprise applications such as SAP.

### How to sell it?

#### Ask to the customer:

1. Which servers are so important to your company that even a few hours without them could severely impact your business?

**If the answer for 1 is: 1 or more, then proceed with the offering.**

### How to price?

#### Ask to the customer:

- How many servers do you want to protect with a Disaster Recovery Plan?
- How much of each server's disk is currently in use (in Gb)?

#### Calculate the pricing, considering:

- US\$ 40.00 / server  
+
- US\$ 0.09 / Gb of data

### Tips

- If it is possible to identify which workload this server runs (such as Exchange Server or SQL Server), let your deployment technician know so the configuration is even more complete
- It would be an additional value to offer an estimation in case of disaster. To be able to calculate this, ask the customer which is the server configuration in terms of # of CPUs, RAM and Operating System, then find the equivalent resource on this table: <https://amzn.to/2SJMeGY>
- Also consider VPN pricing on the disaster scenario: \$0.05 / hour

# Cloud Storage as a Service

## Archiving Accelerator

### What it is?

It's a service configured on AWS with S3 Buckets and Amazon Glacier that offers long-term, secure, encrypted, durable object storage for data archiving.

This service is compatible with the market's main backup solutions such as Veeam Backup & Replication and Veritas Backup Exec, allowing those solutions to send backup data directly to cloud in an immutable and compliant environment with archiving regulations.

You can use this solution to improve protection for customers that have cloud-compatible backup solutions like Veeam and Veritas.

### How to sell it?

#### Ask to the customer:

1. Do you currently maintain offsite backups of important company information?
2. Which backup solution do you use?

**If the answer for 1 is:** "no" or "yes, but I'm not satisfied" and **if the answer for 2** is one of the cloud-compatible solutions (like Veeam or Veritas) then **proceed with the offering.**

**If the answer for 2** is a solution that is not compatible, **proceed to Storage Expansion Accelerate offering.**

### How to price?

#### Ask to the customer:

- How much space do you need on the cloud for storing the copy of backups (in Gb)?
- Is there data that might be not accessed in a long term (such as legal retention policies)? If yes, how much (in Gb)?

#### Calculate the pricing, considering:

- US\$ 2.60 / 100Gb of regular data
- +
- US\$ 0.50 / 100Gb of long-term retention data

### Tips

- Prices are in packs of 100Gb, but only for calculation purposes. The billing will be generated on a pay-as-you-go model per Gb.
- Sending data to long-term retention (Amazon Glacier) has no costs, but differently from regular storage (S3 Standard), retrieving data does have extra costs: US\$ 4.30 / 100Gb retrieved.
- Extra costs might occur depending on the number or transactions (read, write, delete). An average number of transactions is already included on pricing, but more information can be found here: <https://amzn.to/2S8JZwT>